



AUG 6 1990



Winston-Salem, N.C. 27102
919-741-5000

DM-84-D

August 3, 1990

TO: ALL DIVISION MANAGERS

SUBJECT: PREFERRED PRESENCE COUNTER DISPLAY PROGRAM FLOOR STANDS

To add versatility to our Preferred Presence Counter Display Program, we have added a promotion kit which can be placed on the floor in front of the counter.

Floor stand kits are available by diagram number only at this time (see attached master forms). The kits give you the option to provide newspaper/magazine baskets on the bottom for the retailers convenience. Any deviation from the diagram depicted on the master forms must be ordered on a special fixture request.

The standard floor stand kit consists of one base with uprights, two small promotional baskets and one top sign. Based on specific store requirements, please order the appropriate diagram number through the SMS Flex Diagram Order Entry Function.

Due to initial quantities being limited, this item will be allocated. Please contact your Area Manager-National Accounts for your needs.

The attached forms should be placed in your Master Forms Manual and copies made as needed.

R. J. REYNOLDS TOBACCO COMPANY

Attachments

M-4

"We work for smokers."

51846 7536

PREFERRED PRESENCE COUNTER DISPLAY PROGRAM - DIAGRAMS - FLOOR STANDS

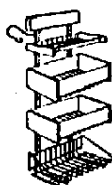
MASTER ORDER FORM

LIGHTED

FLOOR STAND KIT DIAGRAM # 088 (46")

Includes:

- 1 Floor Stand Kit # 136468
- 1 Light Box # 119983
- 1 72-Pack Tray # 376657
- 1 Magazine/Newspaper Basket # 136512
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 091 (46")

Includes:

- 1 Floor Stand Kit # 136468
- 1 Light Box # 119983
- 1 72-Pack Tray # 376657
- 1 Small Promo Basket # 136534
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 093 (46")

Includes:

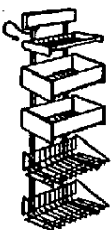
- 1 Floor Stand Kit # 136468
- 1 Light Box # 119983
- 2 72-Pack Trays # 376657
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 097 (51")

Includes:

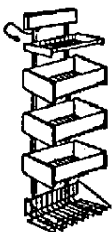
- 1 Floor Stand Kit # 136468
- 1 Light Box # 119983
- 1 Legs w/Connectors # 123162
- 1 72-Pack Tray # 376657
- 2 Magazine/Newspaper Baskets # 136512
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 098 (51")

Includes:

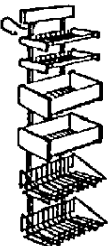
- 1 Floor Stand Kit # 136468
- 1 Light Box # 119983
- 1 Legs w/Connectors # 123162
- 1 Small Promo Basket # 136534
- 1 72-Pack Tray # 376657
- 1 Magazine/Newspaper Basket # 136512
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 183 (56")

Includes:

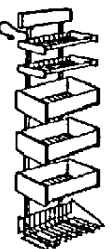
- 1 Floor Stand Kit # 136468
- 1 Light Box # 119983
- 2 Legs w/Connectors # 123162
- 2 Magazine/Newspaper Baskets # 136512
- 2 72-Pack Trays # 376657
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 102 (56")

Includes:

- 1 Floor Stand Kit # 136468
- 1 Light Box # 119983
- 2 Legs w/Connectors # 123162
- 1 Magazine/Newspaper Basket # 136512
- 1 Small Promo Basket # 136534
- 2 72-Pack Trays # 376657
- 1 Pricer for 24" Channel # 126671



UN-LIGHTED

FLOOR STAND KIT DIAGRAM # 103 (46")

Includes:

- 1 Floor Stand Kit # 136468
- 1 72-Pack Tray # 376657
- 1 Magazine/Newspaper Basket # 136512
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 107 (46")

Includes:

- 1 Floor Stand Kit # 136468
- 1 72-Pack Tray # 376657
- 1 Small Promo Basket # 136534
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 108 (46")

Includes:

- 1 Floor Stand Kit # 136468
- 2 72-Pack Trays # 376657
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 112 (51")

Includes:

- 1 Floor Stand Kit # 136468
- 1 Legs w/Connectors # 123162
- 1 72-Pack Tray # 376657
- 2 Magazine/Newspaper Baskets # 136512
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 113 (51")

Includes:

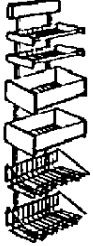
- 1 Floor Stand Kit # 136468
- 1 Legs w/Connectors # 123162
- 1 Small Promo Basket # 136534
- 1 72-Pack Tray # 376657
- 1 Magazine/Newspaper Basket # 136512
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 117 (56")

Includes:

- 1 Floor Stand Kit # 136468
- 2 Legs w/Connectors # 123162
- 2 Magazine/Newspaper Baskets # 136512
- 2 72-Pack Trays # 376657
- 1 Pricer for 24" Channel # 126671



FLOOR STAND KIT DIAGRAM # 118 (56")

Includes:

- 1 Floor Stand Kit # 136468
- 2 Legs w/Connectors # 123162
- 1 Magazine/Newspaper Basket # 136512
- 1 Small Promo Basket # 136534
- 2 72-Pack Trays # 376657
- 1 Pricer for 24" Channel # 126671

